

PATENTS ONLY

09-02-2008



103522349

<p>1. Name of party or parties conveying an interest:</p> <p>Trendum, Ltd. 4 Shenkar Street Fourth Floor Herzliya Pituach, Israel</p>	<p>2. Name and address of party or parties receiving an interest:</p> <p>Name: Buzzmetrics, Ltd. 4 Shenkar Street POB 12686 Herzliya, Israel 46733</p>
<p>3. Description of the interest conveyed:</p> <p><input type="checkbox"/> Assignment <input type="checkbox"/> Merger <input checked="" type="checkbox"/> Change of Name <input type="checkbox"/> Security Agreement</p> <p>Execution Date: February 23, 2006</p>	<p>Other:</p> <p style="text-align: right; transform: rotate(90deg);">OPR/FINANCE</p>
<p>4. Application number(s) or patent number(s). Additional sheet attached? YES <input type="checkbox"/> NO <input checked="" type="checkbox"/></p> <p>A. Patent Application no.(s): 11/710,742 filed 02/26/2007</p>	<p>If the document is being filed together with a new application, the execution date of the application is:</p> <p>B. Patent no.(s):</p>
<p>5. Name and address of party to whom correspondence concerning this cover sheet should be mailed:</p> <p>Name: Michael W. Zimmerman Reg. No. 57,993 HANLEY, FLIGHT & ZIMMERMAN, LLC 150 S. Wacker Drive, Suite 2100 Chicago, Illinois 60606</p>	<p>6. Number of applications and/or patents identified on this cover sheet: 1</p> <p>7. Amount of fee enclosed or authorized to be charged: \$40.00</p> <p>8. Any additional required fee may be charged, or any overpayment credited to our deposit account: 50-2455</p>

9. To the best of my knowledge and belief, the information contained on this cover sheet is true and correct and any copy submitted is a true copy of the original document. I hereby certify that this paper is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date:

Date:

8/25/08

Michael W. Zimmerman

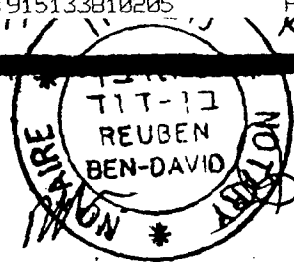
Registration No.: 57,993

Total number of pages including cover sheet, attachments, and document: 4

08/25/2008 PJMM1 00000833 11/18/42

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MINISTRY OF JUSTICE

REGISTRAR OF COMPANIES

STATE OF ISRAEL

COMPANIES LAW 5759 - 1999

CHANGE OF COMPANY NAME CERTIFICATE

I HEREBY CONFIRM THAT BASED ON A RESOLUTION AND IN
ACCORDANCE WITH ARTICLE 31(b) OF THE COMPANIES LAW 5759-1999
THE COMPANY

TRENDUM LTD

HAS CHANGED ITS NAME, AND SHALL NOW BE CALLED

BUZZMETRICS LTD

ISSUED BY MY SIGNATURE IN JERUSALEM

(Hebrew Date) 25 SHEBAT 5766

23/02/2006

COMPANY NUMBER: 513317974

(Stamp)



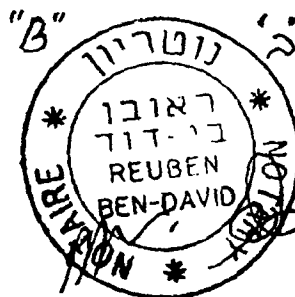
Signed (-)
ABIDAN SHELDON, ADV.
For/ REGISTRAR OF COMPANIES

רשם החברות



מדינת ישראל
חוק החברות התשנ"ט - 1999

משרד המשפטים



תעודת שינוי שם של חברה

הנני מאשר בזה כי על סמך החלטה ובהתאם לסעיף 31 (ב) לחוק
החברות התשנ"ט - 1999 שינתה החברה

טרנדום בע"מ

TRENDUM LTD

את שמה ומעתה תקרא בשם

באזמטריקס בע"מ

BUZZMETRICS LTD

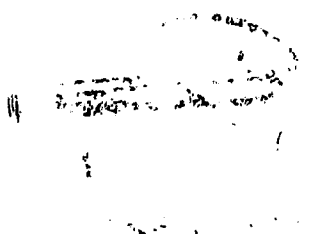
ניתן בחתימת ידי בירושלים

כ"ה שבט תשס"ו

23/02/2006

מס' חברה 513317974

אביון שלדון, עו"ד
ברשם החברות



No. 490/06 מס.

CERTIFICATION OF TRANSLATION

אישור נכונות תרגום

I, the undersigned, REUBEN BEN-DAVID
 Notary at 7, ABBA HILLEL ST. RAMAT-GAN

אני הח"מ, ראובן בן-דוד
 נטריון ב' רח' אבא הלל 7, רמת-גן

hereby declare that I am well acquainted
 with the HEBREW and ENGLISH

העברית
 מזהיר, כי אני שולט היטב בשפות
 האנגלית

languages and that the document attached
 hereto and marked "A" is a correct ENGLISH
 translation of the original document ~~(an exact copy~~
~~of the original document) (an exact copy)~~
~~certified copy of the original document)~~

וכי המסמך המצורף והמסומן

drawn up in the HEBREW
 language, which has been produced to me
 and ~~original~~/photostatic copy of which is attached
 (see "B").

אנגלי
 באות "א" הוא תרגום
 מרויך של המסמך המקורי ~~הנמצא בדיוק~~
~~המקורי והנכון בדיוק של העתק מאותו של המסמך~~
 המקורי הערוך
 העברית
 בשפה שהוצג בפני.

ואשר במקור/העתק צילומי ממנו מצורף
 (ראה "ב").

In witness whereof I certify the correctness
 of the said translation by my signature and
 seal this 31st day of AUGUST, 2006

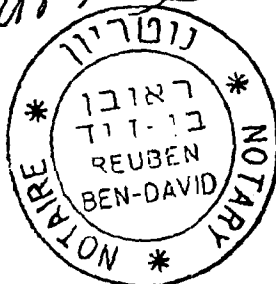
ולראיה הנני מאשר את דיוק התרגום הנ"ל בחתימתי
 ידי ובחותמי.
 היום יום 31 לחודש אוגוסט, 2006

195.- fees due.
 Including tax)
 (for Original)

מנקש השרות חייב בשטר במקר 195.- שקל.
 (כולל מע"מ) (עליו מקרי)

חותם הנוטריון
 Notary's Seal

חתימה
 Signature



PATENT

RECORDED: 08/29/2008

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